MARKETING

I. General Education: ECO 2030 – Principles of Microeconomics can satisfy both General Education and major requirements. Additionally, ACC 2100 – Principles of Accounting I and MKT 3050 – Principles of Marketing satisfy business foundations requirements in the Career and Technical Education Major (Business, Marketing and Entrepreneurship Education and Business, Finance and Information Technology Education concentrations) satisfying a total of 9 SH in this second academic concentration.

II. Marketing Second Academic Concentration Requirements ........................................................18 SH

A second academic concentration in Marketing may be obtained by completing 18 hours taken as follows:

**Required core courses (9 hours):**

- ECO 2030 Principles of Microeconomics .................................................................3 SH
- ACC 2100 Principles of Accounting I (Prereq: ND, Student must have successfully completed 24 semester hours of college credit) ........................................3 SH
- MKT 3050 Principles of Marketing (Prereq: ECO 2030) ...........................................3 SH

**Choose 9 additional credit hours from the following:**

- MKT 3215 Professional Selling (Prereq: MKT 3050, #) ........................................3 SH (F;S)
- MKT 3220 Sales Management (Prereq: MKT 3050, #) ........................................3 SH (F;S)
- MKT 3240 Integrated Marketing Communications (Prereq: MKT 3050, #) ........3 SH (F;S)
- MKT 3260 Managing Distribution Channels (Prereq: MKT 3050, #) .................3 SH (F;S)
- MKT 3270 Consumer Behavior (Prereq: MKT 3050, #) ......................................3 SH (F;S)
- MKT 3280 Business-to-Business Buyer Behavior (Prereq: MKT 3050, #) ........3 SH (F;S)
- MKT 3285 Retail Management (Prereq: MKT 3050, #) ........................................3 SH (On Demand)
- MKT 3530-49 Selected Topics (Prereq: MKT 3050, #) .......................................3 SH (On Demand)
- MKT 4530-49 Selected Topics ................................................................................3 SH (On Demand)
- MKT 4550 International Marketing (Prereq: MKT 3050, #, a minimum grade of C in any Writing in the Discipline (WID) course.) .................................3 SH (F;S)

**Notes:** ND Prerequisite: Passing math placement test or successful completion of MAT 0010.

# Grade of C or better required

Other appropriate courses as approved by adviser/coordinator.

Advising in the Department of Curriculum and Instruction is required.

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